

Message Text

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21

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 EPA-04 OES-05 /029 W
----- 042399

R 251645Z FEB 75
FM AMEMBASSY MOSCOW
TO USDOC WASHDC
INFO SECSTATE WASHDC 7572
AMEMBASSY BUCHAREST
AMEMBASSY VIENNA
USIA WASHDC

UNCLAS MOSCOW 2589

USDOC FOR BEWT/TPD/THOMPSON AND BIC/OIM/SAD/TYRELL
VIENNA FOR EWTC
USIA FOR IBS, PS
PASS EPA FOR WILLIAM BROWN, OFFICE OF THE ADMINISTRATOR

E.O. 11652: N/A
TAGS: BEXP, UR
SUBJECT: FINAL REPORT - TECHNICAL SALES SEMINAR ON WATER
PURIFICATION, FEBRUARY 17-21, 1975

1. TECHNICAL SALES SEMINAR ON WATER PURIFICATION ("WATER-PURE 75"), HELD AT COMMERCIAL OFFICE FEBRUARY 17-21, WAS HIGHLY SUCCESSFUL IN TERMS OF SOVIET ATTENDANCE AND GENUINE TECHNICAL INTEREST. AMERICAN DELEGATION MEMBERS ALSO VERY PLEASED WITH OPPORTUNITY TO CARRY ON EXCHANGE WITH WIDE CROSS-SECTION OF TECHNICAL EXPERTS IN SOVIET WATER POLLUTION AREA. SHORT-RUN COMMERCIAL BENEFITS OF SEMINAR ARE MUCH LESS APPARENT, BUT ALL U.S. SALES REPS FELT THAT TECHNICAL SALES SEMINAR APPROACH WAS LOGICAL AND USEFUL ENTREE TO A POTENTIALLY LUCRATIVE MARKET.

2. AS NO EQUIPMENT INVOLVED IN SEMINAR, THERE WERE NO OFF-THE-FLOOR SALES. ONLY UNION CARBIDE AND MILLIPORE REPORTED EXPECTATION OF SALES IN 12-MONTH PERIOD AHEAD; UNION CARBIDE \$100,000 TO \$300,000 AND MILLIPORE \$20,000. (UNION CARBIDE FIGURE NOT FOR PUBLICATION.) COLERAPA REP SEES HIS FIRM'S BASIC SELLING PROBLEM AS ONE OF CONVINCING SOVIETS THAT THEY

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NEED COLERAPA'S NEW TECHNOLOGY FOR HANDLING ACCUMULATED WASTES,

INCLUDING THOSE FROM POLLUTION-CONTROL DEVICES. UNION CARBIDE, ON THE OTHER HAND, BELIEVES IT IS IN DIRECT COMPETITION WITH AN ALREADY-EXISTING SOVIET SYSTEM COMPARABLE TO UNION CARBIDE'S UNOX OXYGEN-ACTIVATED SLUDGE PROCESS. MILLIPORE OPTIMISTIC THAT THERE IS VERY LARGE MARKET FOR ITS MICRO-BIOLOGICAL ANALYSIS EQUIPMENT, AND REP HAS REMAINED IN MOSCOW AN EXTRA WEEK TO FOLLOW UP LEADS OBTAINED. KOPPERS REPORTED CONSIDERABLE SOVIET INTEREST IN THE TECHNOLOGY FOR ITS AUTOMATIC BACKWASH FILTER UNITS.

3. TOTAL ATTENDANCE AT SEVEN SESSIONS TUESDAY-THURSDAY WAS 460, BROKEN DOWN AS FOLLOWS: DR. TAYLOR (NBS)-95; COLERAPA-75; KOPPERS-70; CALGON-55; UNION CARBIDE-50; MILLIPORE-65; AND DOW CHEMICAL-50. ABOUT 50 SOVIETS ATTENDED RECEPTION/BUFFET FEBRUARY 17. INVITATIONS TO SEMINAR WERE HANDLED BY THE MAIN ADMINISTRATION FOR HYDROMETEOROLOGICAL SERVICES OF USSR (HYDROMET), WHICH DID EXCELLENT JOB OF ATTRACTING EXPERTS FROM 12 SOVIET ORGANIZATIONS, INCLUDING: MINISTRIES FOR LAND RECLAMATION AND WATER RESOURCES, PULP AND PAPER INDUSTRY, CHEMICAL INDUSTRY, OIL REFINING AND PETROCHEMICAL INDUSTRY, POWER AND ELECTRIFICATION, AND INSTRUMENT MAKING, AUTOMATION EQUIPMENT, AND CONTROL SYSTEMS; INSTITUTES UNDER STATE COMMITTEE FOR SCIENCE AND TECHNOLOGY, HYDROMET, STATE COMMITTEE ON CONSTRUCTION (GOSSTROY), AND STATE COMMITTEE ON STANDARDS; AND THE RSFSR MINISTRY OF MUNICIPAL SERVICES. HYDROMET'S DIRECTOR, YU.A. IZRAEL, HOSTED COCKTAIL FOR AMERICAN DELEGATION FOLLOWING LAST LECTURE, AND U.S.-HOSTED DINNER WAS ATTENDED BY INTER ALIA DR. IZRAEL AND DEPUTY MINISTER OF LAND RECLAMATION AND WATER RESOURCES SHTEPA. ON FEBRUARY 21 HYDROMET ORGANIZED VISITS TO KURYANSKIY WATER PURIFICATION STATION (LARGEST IN SOVIET UNION) AND INSTITUTE OF WATER MANAGEMENT, HYDROLOGIC STRUCTURES, SEWAGE, AND HYDRO-TECHNOLOGY.

4. HYDROMET ALSO ARRANGED GROUP MEETINGS FOR DELEGATION AT FOREIGN TRADE ORGANIZATIONS TEKMAHIMPORT, MASHPRIBORINTORG, AND LITSENZINTORG. THIS WAS PROBABLY WEAKEST PART OF PROGRAM, REFLECTING (A) HYDROMET'S LACK OF EXPERTISE ON COMMERCIAL SIDE AND (B) INAPPROPRIATENESS OF GROUP MEETINGS AT FTO'S. IN FUTURE COMMOFF WILL ARRANGE THESE MEETINGS ON INDIVIDUAL BASIS.

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5. DELEGATION MEMBERS EXPRESSED DISSATISFACTION WITH INABILITY TO OBTAIN TIMELY INFO IN WASHINGTON ON SEMINAR, SUCH AS FORMAT, MEMBERSHIP, LECTURE SCHEDULE. (SEVERAL WERE TOLD THEY WOULD HAVE ONLY TWENTY MINUTES EACH FOR FULL PRESENTATION, WHEREAS WE ALLOT MINIMUM OF 90 MINUTES PER SPEAKER, AND WHERE Q AND A WARRANTS, WE CARRY ON FOR OVER TWO HOURS.) IT WOULD ALSO BE VERY USEFUL IF IMPORTANCE OF BROCHURES WAS EMPHASIZED

IN WASHINGTON; MOST RAN OUT OF COMPANY LITERATURE BY END OF WEEK -- SOME AT BEGINNING. ALL SHOULD BE REMINDED TO BRING HOARDS OF BUSINESS CARDS; AGAIN, TWO REPS RAN OUT. COMMERCIAL OFFICE ALSO WISHES TO RESTATE INDESPENSIBILITY FOR SOVIET SEMINARS OF RECEIVING COMPLETE ENGLISH TEXT OF LECTURE IN ADVANCE. ABSTRACTS DO NOT GIVE INTERPRETERS SUFFICIENT CHANCE TO FAMILIARIZE THEMSELVES WITH LECTURE. DELIVERY OF TEXT TO BEWT/TPD IN SUFFICIENT TIME FOR POUCHING TO MOSCOW SHOULD BE PREREQUISITE FOR PARTICIPATION. (COMMERCIAL OFFICE RECOGNIZES THAT VERY LATE SOVIET RESPONSE TO U.S. SUGGESTIONS ON THEMES WAS A PRINCIPAL FACTOR IN DELAYING ORGANIZATION OF PROGRAM.)

6. USE OF ADVANCE MAN FOR WATER-PURE 75 PROVIDES ANOTHER OPPORTUNITY TO EVALUATE NEED FOR ADVANCING SEMINARS AND TRADE MISSIONS. COMMOFF BELIEVES THAT WITH ITS AUGMENTED STAFF IT CAN HANDLE ALL ADMINISTRATIVE REQUIREMENTS AT THIS END WITHOUT WASHINGTON ADVANCE MAN. IF ADVANCE MAN CONSIDERED NECESSARY BY USDOC, HE SHOULD BE SPECIALIST IN FIELD AND BE PREPARED TO RETURN WITH MISSION OR HIS VALUE IS CONSIDERABLY REDUCED. BRIEFING OF DELEGATION AT EWTC VIENNA PRIOR TO ARRIVAL AT EE POSTS AND MOSCOW CAN BE HELPFUL, AND SEVERAL MEMBERS WATER-PURE GROUP COMMENTED ON VALUE OF THEIR BRIEFING THERE.

7. EXHIBITOR'S REPORTS BEING FORWARDED TO USDOC/TPD/UNKOVIC. CALGON REP DID NOT SUBMIT COMPLETED DIB-411P BUT PROMISED TO MAIL IT FROM GENEVA. WILL FORWARD HIS FORM SEPARATELY UPON RECEIPT. BUDGET BALANCES WILL BE FORWARDED TO BIC/OIM/SAD. STOESEL

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 25 FEB 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975MOSCOW02589
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D750067-0045
From: MOSCOW
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t19750215/aaaaanev.tel
Line Count: 144
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ElyME
Review Comment: n/a
Review Content Flags:
Review Date: 15 MAY 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <15 MAY 2003 by SilvaL0>; APPROVED <21 JAN 2004 by ElyME>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FINAL REPORT - TECHNICAL SALES SEMINAR ON WATER PURIFICATION, FEBRUARY 17-21, 1975
TAGS: BEXP, UR
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006